

## REMARKS

Prior to entry of this Response, Claims 1-10 are pending in the application. It is gratefully acknowledged that Claims 6 and 7 have been objected to as being dependent upon a rejected base claim, but would be allowable if rewritten in independent form to include all of the limitations of the base claim and any intervening claims. The Examiner rejects Claims 1, 3, 5, 9 and 10 under 35 U.S.C. §102(b) as anticipated by Tam (U.S. Patent No. 5,526,403). The Examiner rejects Claims 1-5 and 8-10 under 35 U.S.C. §103(a) as being unpatentable over Cashman (U.S. Patent No. 6,157,836) in view of Murata et al. (U.S. Patent No. 4,962,524) or Tanaka et al. (U.S. Patent No. 5,058,151) or Shinozaki (U.S. Patent No. 5,303,284) or Kyronlahti et al. (U.S. Patent No. 5,452,354) or Tam.

Please cancel Claim 5, without prejudice. Objected to Claims 6 and 7 have been rewritten in independent form and amended to include all of the limitations of base Claim 5. Claim 8 has been amended to depend from Claim 6. New Claim 14 has been added to depend from now independent Claim 7. Claims 6 and 7 as amended are in condition for allowance. Withdrawal of the objections of Claims 6 and 7 is respectfully requested.

Regarding the rejections of independent Claims 1, 3, 9 and 10, and based on the cited references and the Examiner's comments in paragraphs 2 and 12 (on page 18) relating to claiming in the alternative, independent Claims 1, 3, 9 and 10 have been amended to recite that there are at least two service options. As Tam neither teaches nor discloses the use of at least two service options, and as neither Cashman, Murata et al., Tanaka et al., Shinozaki, nor Kyronlahti et al. teaches or discloses this element, withdrawal of the rejections of Claims 1, 3, 9 and 10 is respectfully requested.

Further, regarding Claim 1, the claim has been amended to include the elements of, "displaying a list of said at least two service options upon reception of an incoming call alert tone setting key input; selecting one of the displayed at least two service options in response to a user's key input; displaying a list of incoming call alert tones; selecting one of the displayed incoming call alert tones in response to a user's key input; matching the selected incoming call alert tone to the selected service option; generating the selected incoming call alert tone; storing the incoming call alert tone in association with the selected service option upon the entry of a

confirmation key". As Tam neither teaches nor discloses these elements, and as neither Cashman, Murata et al., Tanaka et al., Shinozaki, nor Kyronlahti et al. teaches or discloses this element, based on at least the amendment, withdrawal of the rejections of Claim 1 is respectfully requested.

Further, regarding Claim 3, the claim has been amended to include the elements of, "displaying said at least two service options upon receipt of an incoming call; selecting one of the service options in response to a user's key input; displaying a message requesting a user to input an incoming call display message; displaying an incoming call display message input by the user; storing the input incoming call display message in association with the selected service option upon entry of a confirmation key". As Tam neither teaches nor discloses these elements, and as neither Cashman, Murata et al., Tanaka et al., Shinozaki, nor Kyronlahti et al. teaches or discloses this element, based on at least the amendment, withdrawal of the rejections of Claim 3 is respectfully requested.

Independent Claims 1, 3, 6, 7, 9 and 10 are believed to be in condition for allowance. Without conceding the patentability per se of dependent Claims 2, 4 and 8, these are likewise believed to be allowable by virtue of their dependence on their respective amended independent claims. Accordingly, reconsideration and withdrawal of the rejections of dependent Claims 2, 4, 8 is respectfully requested. Claim 14 is believed to be allowable by virtue of its dependence on its respective independent claim.

Accordingly, all of the claims pending in the Application, namely, Claims 1-4, 6-10 and 14, are believed to be in condition for allowance. Should the Examiner believe that a telephone conference or personal interview would facilitate resolution of any remaining matters, the Examiner may contact Applicants' attorney at the number given below.

Respectfully submitted,



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